

Subject: This week from CCA (CCA Delivers - April 13, 2017)
From: "Central City Association" <jdanganan@ccala.org>
Date: 04/13/2017 04:00 PM
To: "Nick Griffin" <ngriffin@downtownla.com>

CCA Delivers

CCALA.org

April 13, 2017

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Downtown Design Guidelines Working Group

Last Friday, CCA hosted a working group to discuss updates to the Downtown Design Guidelines (DDG). We were joined by Simon Pastucha from City Planning's Urban Design Studio. The DDG was adopted in 2009 and since then, there has been considerable progress in DTLA's development. The update will clarify the relationship of the guidelines to other regulations, clarify above-grade parking rules, and establish new criteria for tower spacing. Many CCA members expressed strong support for the DDG but stated there is a great need for staff training to better understand the intent of the guidelines. Members also expressed the need to re-establish the Downtown Implementation Committee so other City departments are informed about what the DDG allows and promotes that is different from the code. Common examples of this include active alley conversions and enhanced parkways. The revised DDG will be circulated to CCA members, and the item is tentatively scheduled for City Planning Commission on June 8, 2017.

For more information, please contact CCA's VP of Public Policy, [Marie Rumsey](#).

TOC Guidelines & CCA Comment Letter

[CCA submitted a comment letter](#) to City Planning regarding the proposed Transit Oriented Communities Affordable Housing Incentive Program Guidelines (TOC Guidelines). We formed a working group to help inform the development of the TOC guidelines, and they are a very positive step toward promoting affordable housing and focused growth near transit. In our comment letter, we asked City

EVENTS CALENDAR

CCA EVENTS

TUESDAY, APRIL 18

5:30 - 7:30 p.m.

[CCA MEMBERS SOIREE](#)

TEN50 Amenity Deck

TUESDAY, APRIL 25

5:30 - 7:30 p.m.

[JOIN CITY PLANTS IN HONORING](#)

[JESSICA LALL](#)

Lot 613

THURSDAY, MAY 11

11:00 - 1:30 p.m.

[CCA'S 23RD ANNUAL TREASURES](#)

[LUNCHEON](#)

Westin Bonaventure Hotel & Suites

COMMITTEE CALENDAR

WEDNESDAY, APRIL 19

8:30 - 10 a.m.

**HOUSING, LAND USE &
DEVELOPMENT**

Topics: Controller Galperin Audit of the Density Bonus Program; Public Art in DTLA

Special Guests: The Honorable Ron Galperin, City of Los Angeles; Carmen Zella, Now Art LA

WEDNESDAY, APRIL 26

8:30 - 10 a.m.

HOMELESSNESS POLICY

Topics: Next Steps for Measure H; Motel Conversion Program

Planning to clarify the definition of a major transit stop and to clarify what type of projects can utilize the incentives. CCA also asked for additional incentives including reduced parking and transfer of floor area rights between private properties. This item is tentatively scheduled for the City Planning Commission in mid-May and CCA will continue to be engaged.

For more information please contact CCA's VP of Public Policy, [Marie Rumsey](#).

Transportation, Infrastructure & Energy Committee

Today, CCA members were given an update by LADOT on the progress of the MyFigueroa streetscape project, and informed of two transit proposals from the South Park BID: grade separation for Pico Station with signal priority for the Expo Line, and an east/west transit connection through downtown dubbed "Via Pico."

L.A. Department of Transportation representative Manoochehr Adhami updated the committee on the construction progress of MyFigueroa, which is a streetscape project underway along Figueroa Street from MLK, Jr. Boulevard and 7th Street, and along 11th Street between Figueroa and Broadway. MyFig includes roadway resurfacing and restriping, protected bicycle lanes, sidewalk repairs, new bus platforms, and other safety and operational improvements. The official groundbreaking for the project was on October 24, 2016, but delays had caused much of the work to be held off until last month. LADOT is currently working on median island removal on Figueroa between Exposition and Jefferson, with temporary lane reductions and parking limitations in place from Exposition to 23rd Street. In the next few weeks, they will be constructing five new bus platforms on the east side of Figueroa south of 23rd, and another platform at 7th and Figueroa. Over the coming months, LADOT will be building the bus platforms north of Olympic and on the west side of Figueroa. Figueroa will be resurfaced along the entire length of the project, while 11th Street will be fully reconstructed. [To view the full presentation, click here.](#)

Josh Kreger from the South Park BID presented two proposals to improve transit service in Downtown LA. The first presentation centered on improvements to Pico Station and the remainder of the Expo Line from Downtown to USC. Riders already experience significant delays in this stretch of track due to at-grade operations and a lack of transit priority, as well as challenges with capacity at Pico Station resulting from its central location and proximity to L.A. Live and the Convention Center. As the population of South Park and the rest of downtown surges, and as new development along the Expo, Blue, and Gold lines spurs more transit demand, these stresses will only grow. To address these challenges, the SPBID proposes that Pico Station be moved underground to reduce car/train conflicts and increase station capacity, and that crossing arms and transit signal priority should be added to the remaining at-grade Expo line intersections between Pico and USC. CCA members voted to support the proposal. [To view the full presentation, click here.](#)

Special Guests: Phil Ansell, Director, Homeless Initiative L.A. County Chief Executive Office; Capri Maddox & Gita O'Neill, Office of City Attorney Mike Feuer, City of Los Angeles

CCA IN THE NEWS

"It has been 23 years since we last increased funding for transportation. It's time to fix our roads and improve mass transit. We can't afford to wait any longer," said Jessica Lall, CCA. Los Angeles Daily News, April 11, 2017. ["Benefits of road repair would outweigh the cost: Letters"](#)

Jessica Lall, CCA, made the case on KPCC's *AirTalk* last week that "Downtown Los Angeles is already becoming a 24-hour district, and that making L.A. an all-night city will attract more businesses to open up and create safer neighborhoods thanks to there being more people on the streets at all hours." L.A. Weekly, April, 7, 2017. ["If L.A. Wants to Be a Real City, It Needs to Support Nightlife and Extend Drinking Hours."](#)

The South Park BID also proposed a new east/west transit line project, named "Via Pico," that would provide a transfer-free ride between South Park, the Fashion District, and the Arts District. Currently, south and east Downtown are sorely lacking in quality transit options, and downtown has a deficiency of east/west transit connections in general. This proposal comes amidst early planning for the new West Santa Ana Branch Metro rail line through eastern downtown, and the DTLA 2040 community plan updates that would significantly increase housing and development capacity throughout these communities, so it's a good time to start making plans for how new residents and businesses will connect to the area. [To view the full presentation, click here.](#)

CCA thanks **Manoochehr Adhami**, Los Angeles Department of Transportation, and **Josh Kreger**, South Park Business Improvement District, for their presentations and remarks.

For more information, please contact CCA's Director of Public Policy, [Shane Phillips](#).

Announcements

CCA CAREERS

CCA is seeking an *Events Manager* to join our office in the heart of DTLA. This at-will position offers an excellent opportunity to be a part of Downtown's transformation into the region's center for growth. The candidate will play a vital role producing a variety of events to engage the diverse membership of CCA and help create experiences that reinforce the brand and value proposition for CCA. To read the full job description, please [click here](#).

RECOGNIZING JOANNE DANGANAN

CCA would like to recognize the two-year work anniversary of Joanne Danganan. Joanne was recently promoted to Associate Director of Public Policy & Membership and is an important member of the CCA team. We greatly appreciate Joanne's dedication and enthusiasm for taking on new roles.

MEMBER SUGGESTIONS

CCA IS LOOKING FOR A NEW OFFICE

Hal Bastian, a DTLA consultant and CCA Executive Committee member, has been chosen to represent CCA in our immediate search for new office space in DTLA. Hal is representing CCA as our broker through his affiliation with Amalgamated Metropolitan Properties, Inc., and can be reached at hal@halbastian.com or (213) 440-0242.

Please contact Hal to find out CCA's space requirements and/or to submit potential office space for consideration. CCA's goal is to move into our new office by the end of this year!

CCA STRATEGIC PLAN

CCA is looking for a consultant to prepare a strategic plan. The intent of the strategic plan is to provide CCA with a road map to be the ultimate voice for the future of DTLA. To submit consultant recommendations, please contact

This week from CCA (CCA Delivers - April 13, 2017)

CCA's Associate Director of Public Policy & Membership, Joanne Danganan, at jdanganan@ccala.org or (213) 416-7511.

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